

Message Text

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PAGE 01 PRAGUE 00478 230700Z
ACTION EUR-12

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FM AMEMBASSY PRAGUE
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AMEMBASSY VIENNA

UNCLAS PRAGUE 0478

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJ: SALIMA FOOD FAIR

REF: 76 PRAGUE 1208 (NOTAL

1. EMBOFF AND SENIOR LOCAL COMMERCIAL SPECIALIST ATTENDED
OPENING CEREMONIES OF SALIMA FOOD FAIR IN BRNO FEBRUARY 15
AND TOURED EXHIBIT AREA ON FEBRUARY 16. TWENTY-NINE
COUNTRIES ARE REPRESENTED AT THIS DISPLAY WHICH WILL CLOSE
FEBRUARY 23.

2. FOREIGN MINISTER ANDREJ BARCAK WAS ON HAND TO FORMALLY
OEPN EXHIBIT -- A STEP UP FOR THE FAIR WHICH IN 1976 WAS
INAUGURATED BY A DEPUTY MINISTER AT FOREIGN TRADE. THREE
MAJOR SUBJECTS ARE COVERED BY THIS FOURTH EDITION OF
SALIMA -- AGRICULTURAL MACHINERY, FINISHED FOOD PRODUCTS,
AND A PAVILION DEVOTED TO THE SALE OF ALL TYPES OF FOOD
STUFFS (ATTENDANCE FIGURES FOR THE FAIR WILL BE MIS-
LEADING SINCE MANY FLOCK INTO THE FAIRGROUNDS AND HEAD
STRAIGHT FOR THIS SUPERMARKET, FORMING GREAT QUEUES
AND IGNORING THE OTHER FIVE PAVILIONS).

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3. APART FROM THE CZECHOSLOVAKS, THE WEST GERMANS
SEEM TO HAVE LARGEST PARTICIPATION WITH A GOVERNMENT
SPONSORED EXHIBIT AND INFORMATION CENTER. A NUMBER
OF WEST GERMAN FIRMS ARE EXHIBITING OUTSIDE THE PALE
OF OFFICIAL PARTICIPATION. FRANCE, AUSTRIA AND THE
UNITED KINGDOM ALSO SPONSORING OFFICIAL EXHIBITS.

4. ACCORDING TO FRG COMMERCIAL ATTACHE, MOST GERMAN FIRMS DISPLAYING EQUIPMENT AT SALIMA HAVE CONCLUDED SALES BEFORE FAIR. HE NOTED THAT MOST FIRMS, PARTICULARLY THOSE WITH LARGE EQUIPMENT, ARE RELUCTANT TO TRANSPORT THEIR GOODS TO THIS FAIR UNLESS SALE IS FINAL. HE ALSO SEEMED PESSIMISTIC ON PROSPECTS FOR SALES NOT ALREADY CONCLUDED AND AGREED THAT ATMOSPHERE AT SALIMA WAS LESS THAN HEADY.

5. NINE AMERICAN FIRMS ARE LISTED AS EXHIBITORS IN SHOW CATALOGUE. EIGHT OF THESE ARE REPRESENTED BY EUROPEAN AGENTS AND ARE INCLUDED IN BOOTHS WITH NUMEROUS OTHER WESTERN FIRMS. THE NINTH FIRM, THOUGH LISTED, IS NOT PRESENT.

6. COMMENT: THE FEW PAVILIONS UTILIZED AND THE LARGE EMPTY SPACES IN THOSE THAT ARE INDICATE DIFFICULTY IN RECRUITING THIS SHOW. SUCH DIFFICULTY IS UNDERSTANDABLE SINCE SALIMA DOES NOT APPEAR TO BE COMMERCIALY PRODUCTIVE EVEN FOR THOSE WESTERN FIRMS WITH TRADITIONAL MARKET IN CSSR. EMBASSY BELIEVES SALIMA FOOD SHOW IS NOT WORTHWHILE PROMOTIONAL TOOL FOR U.S. INDUSTRY AND SHOULD NOT BE CONSIDERED FOR INCLUSION IN USDOC TRADE PROMOTION PROGRAM.
BYRNE

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Disposition Date: 01-Jan-1960 12:00:00 am
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Disposition History: n/a
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